

From: John Luff <john.luff@hdconsulting.tv>
Sent: Friday, March 4, 2016 9:28 AM
To: Phillips, Geoffrey
Subject: FW: Text captured from the white board

For your 'enjoyment' here is the text I captured from the white board in the strategy & goal setting session that happened in late 2012. If you like I can explain the thinking behind some of these ...hopefully in person ... it would be a long email...

john

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From: John Luff <john.luff@HDConsulting.tv>
Date: Monday, December 10, 2012 at 5:39 PM
To: David Carwile <David.Carwile@wosu.org>
Subject: Text captured from the white board

GOALS:

- Continuation of historic funding (CAPEX and OPEX)
- Unburden operation to focus on creation of content, our primary mission
- Train eTech staff and align staff to station needs
- Staff appropriately to Joint Operations Center Needs
- Plan for disaster recovery
- Reduce maintenance and CAPEX expense
- Financial reports that are transparent
- Mid Q1/2013 decision date
- Prepare to distribute 15 streams
- Facilitate the sharing of a true archive with all stations
- Facilitate the sharing of content between stations
- Create a business plan for the Joint Operations Center
- Develop "Plan B" to protect against disappearance of eTech operations support

Questions:

- Will other factors change the viability of Centralizing?
- Should the State sell the operation to a commercial operator?
- Can centralizing traffic save money?
- After centralization what redundancies need to remain at the stations?

- What is the level of "buy in" by the eTech Commission?
- What is the status of the legislative support for eTech and Station operations?
- If nothing is done what happens short term?

Next steps:

- Develop and share information from eTech on operations and maintenance cost.
- Identify short term eTech repair needs
- Stations should work on political support for the eTech needs.

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